

*Robert A. Johnston*

REGISTERED LAND SURVEYOR  
 CERTIFICATE NO. 37495  
 ROBERT A. JOHNSTON  
 Date Signed *8.7.17*  
 ARIZONA, U.S.A.  
 Expires 3/31/2020

PROJ.NO.: 1629	<b>HOTEL PARCEL</b> MILL AVE & 7TH STREET TEMPE, ARIZONA	 <b>HILGARTWILSON</b> 2141 E. HIGHLAND AVE., STE. 250 PHOENIX, AZ 85016 P: 602.490.0535 / F: 602.368.2436
DATE: AUG. 2017		
SCALE: NTS	<b>EXHIBIT "B"</b>	
DRAWN BY: DSP		
CHECKED BY: RAJ		

**MASSING PERSPECTIVE SHOWING TOWER ALONG NORTH SIDE**



June 8, 2020

**VIA HAND DELIVERY**

Dean Miller  
Planner II  
City of Tempe  
31 East 5<sup>th</sup> St.  
Tempe, Arizona 85281

RE: Westin Tempe Sign DPR. 11 E. 7<sup>th</sup> Street. **\*REVISED 06/08/2020\***

Dear Dean,

Please accept this modified signage DPR application for the Westin Tempe on behalf of CAI Tempe Hotel Partners, LLC. This signage is intended to appropriately identify the hotel for visitors and guests while maintaining compatibility with other similar high-rise building signage in the Downtown area.

CAI and Westin are proposing four “Westin” branded signs. The largest two signs ( $\pm 42' - 3\frac{3}{16}''$  x 9'-0" and  $\pm 42' - 6''$  x 9'-0" -  $\pm 382\text{sf}$ ) are proposed for the north and south elevations at approximately 190'-0" and 200'-0" above grade. Appropriately proportioned for the building size and height above grade, these will be the main identification signs for the hotel.

A smaller “Westin” sign ( $\pm 7' - 9\frac{15}{16}''$  x 1'-8" - 13sf) is proposed for the porte cochere along the southern elevation. This sign will help direct guests to the hotel’s main entry.

A single ground-mounted identification sign (“The Westin Tempe”) is proposed for the area in front of the main entry, just east of and behind the landscaped seating area. At 23.76sf (7'-11" x 3'-0") this monument sign will provide the main ground-mounted identification for the hotel. This sign was modified from 33sf to 23.76sf to meet the current sign code, and the base was increased to include the required address numerals.

One smaller wayfinding sign is proposed for the employee entrance. The Associates entrance sign ( $\pm 1' - 6''$  x 1'-6" - 2.25sf) is an aluminum plaque proposed for the southern elevation at grade mounted to the building façade.

Please see the attached details for individual construction type and colors for each of the proposed signs.

The retail/restaurant sign at the northwest corner of the building along the north elevation will be processed via a sign permit to review the future tenant’s sign compatibility with the overall sign package.

Dean Miller  
Planner II  
City of Tempe  
~~January 21, 2020~~ \*Revised June 8, 2020\*  
Page 2 of 2

Please let me know if you have any questions. Thank you very much for your assistance!

Sincerely,

A handwritten signature in blue ink, appearing to read "DAS", with a long horizontal line extending to the right.

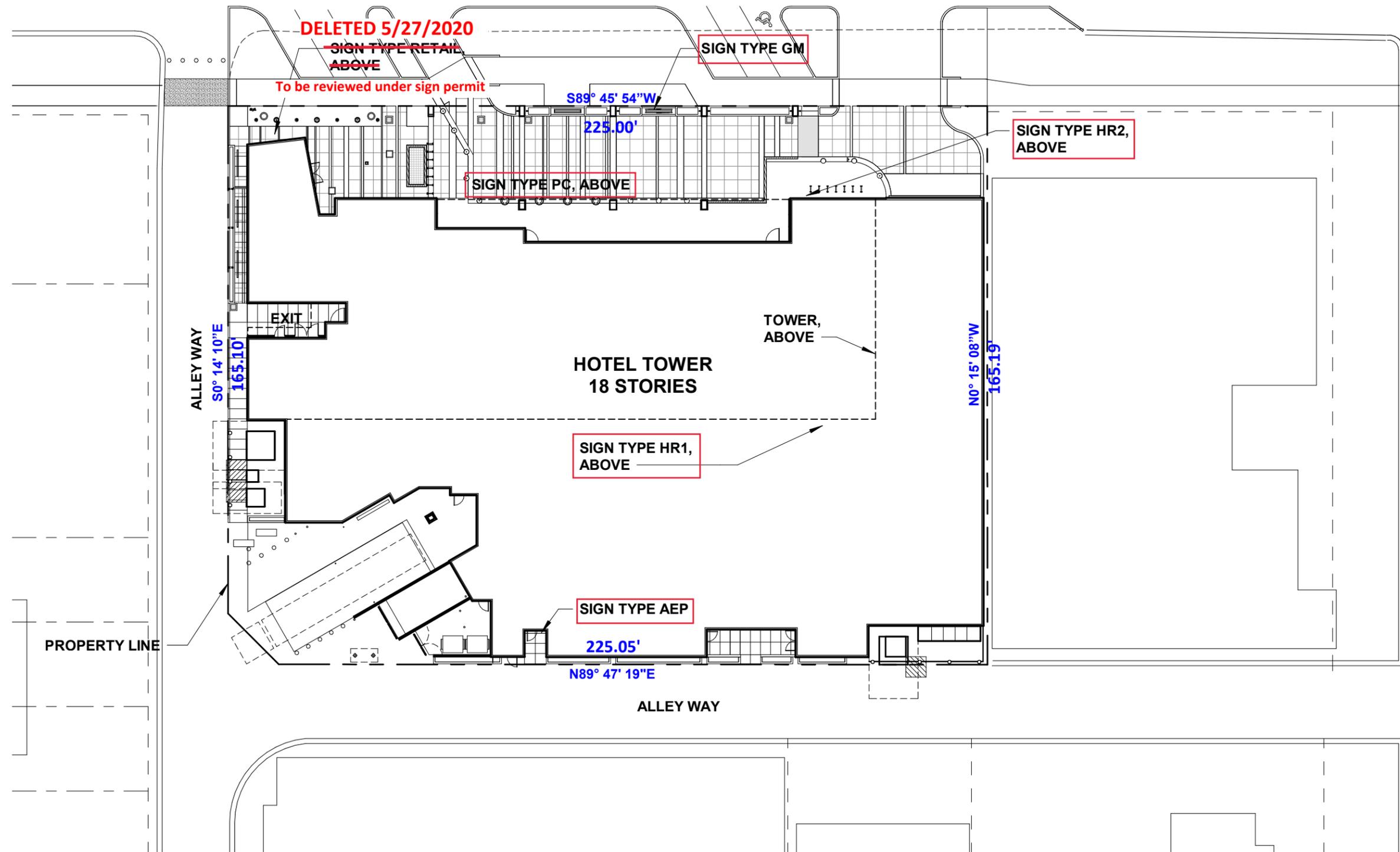
Darin A. Sender

cc:

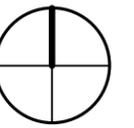
Enclosures:  
DAS:jkb



SEVENTH STREET



MYRTLE AVE



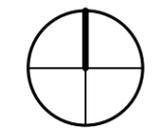
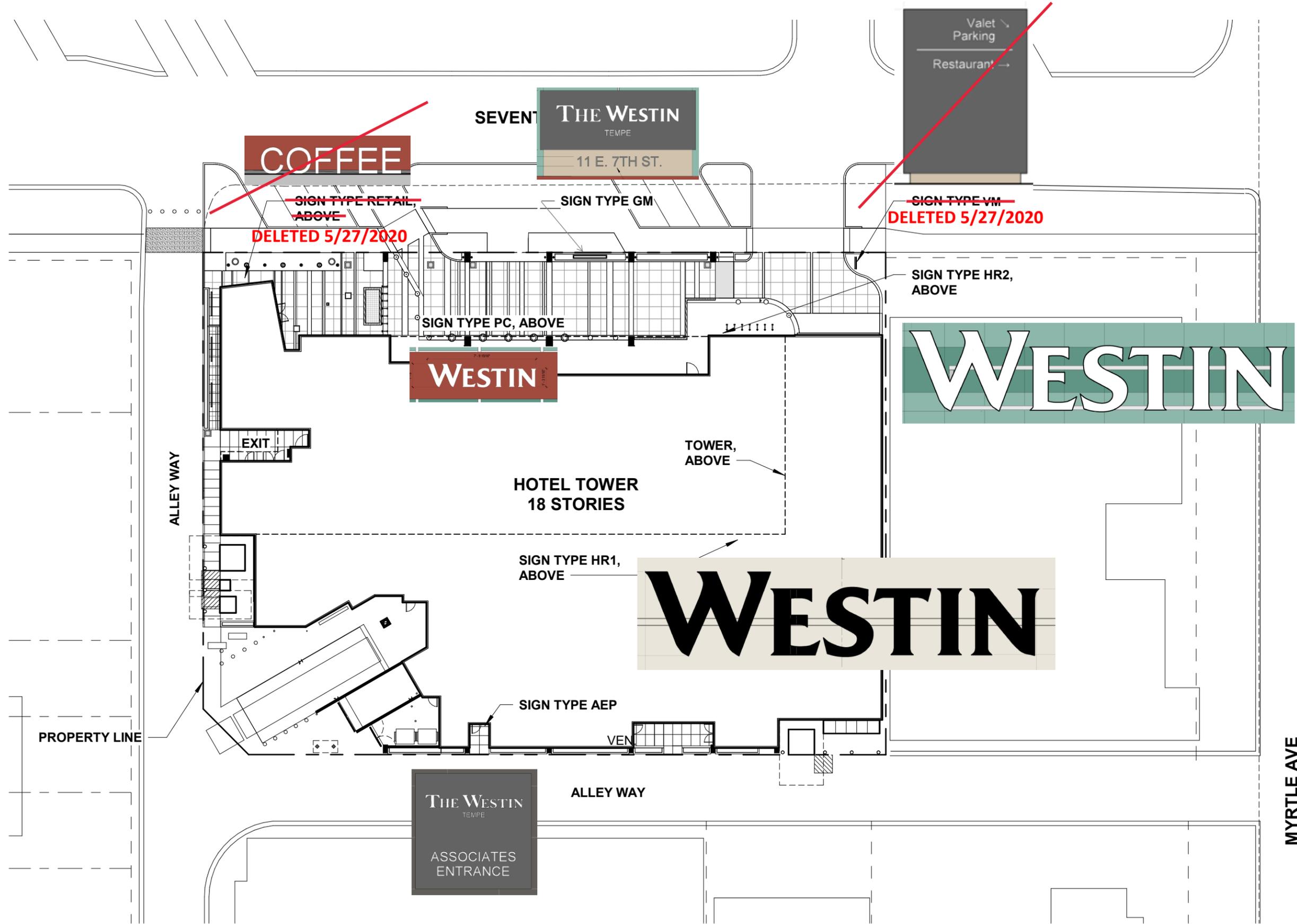
NORTH

Project No.: 2815.001.02

**RSP Architects Ltd.**  
 502 South College Ave.  
 Suite 203  
 Tempe, AZ 85281  
 480.889.2000 main  
 480.889.2099 fax

**BUILDING SIGNAGE SITE PLAN**

1/32" = 1'-0"



SIGN TYPE HR2



SIGN TYPE HR2



SIGN TYPE PC



SIGN TYPE GM



~~SIGN TYPE RETAIL 1~~

DELETED 5/27/2020

TO BE REVIEWED UNDER SIGN PERMIT

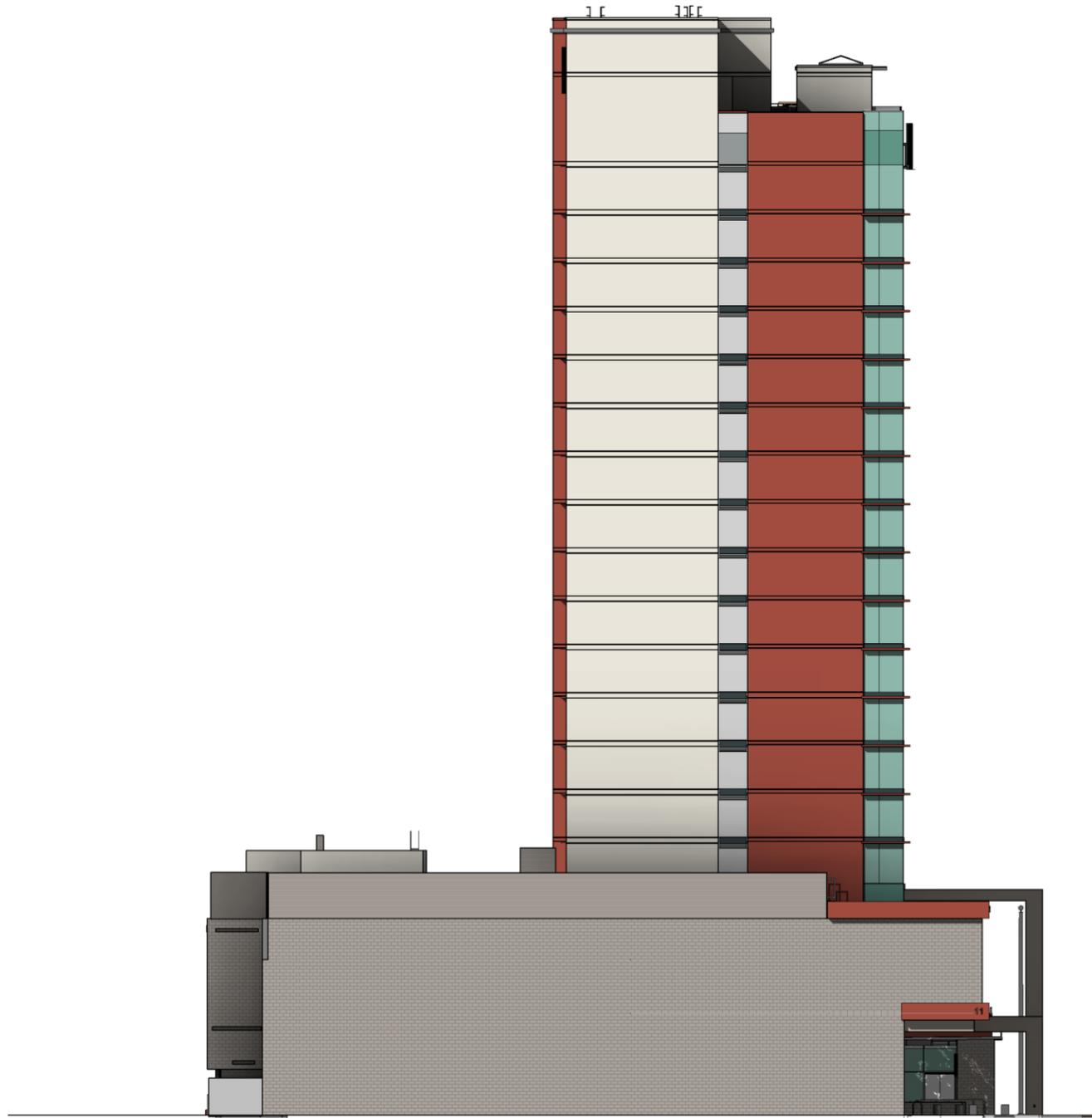
SIGN TYPE PC

~~SIGN TYPE RETAIL 1~~

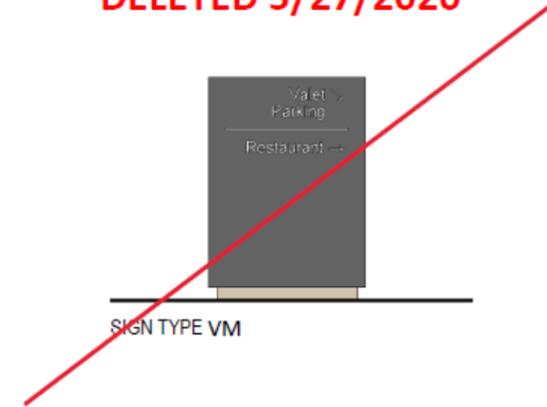
224' - 8"

SIGN TYPE GM

NORTH ELEVATION



**DELETED 5/27/2020**

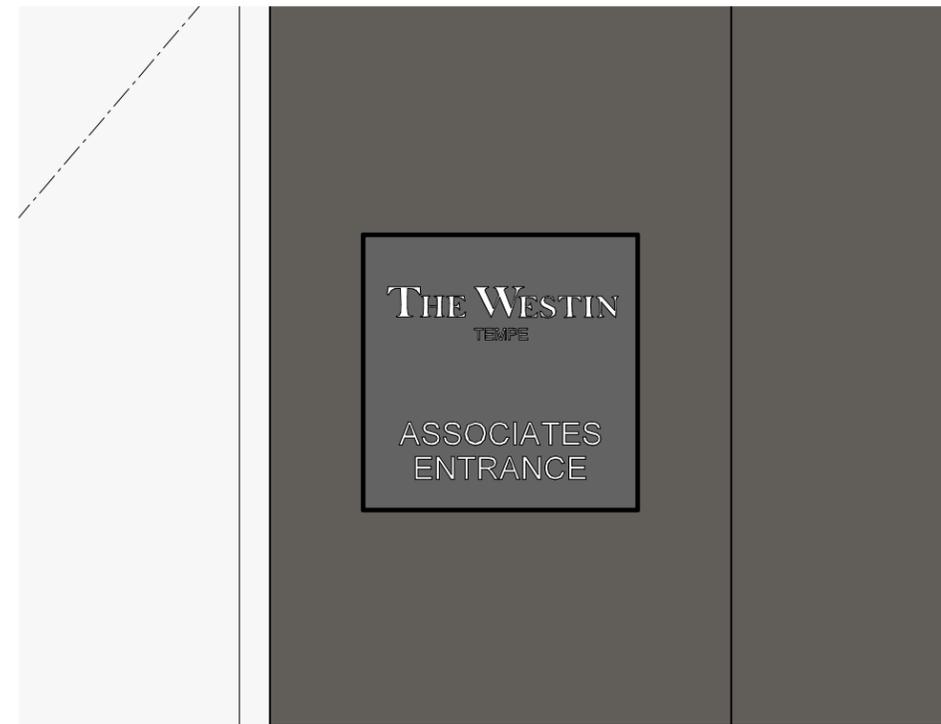


SIGN TYPE HR1

WESTIN



SIGN TYPE HR1



SIGN TYPE AEP

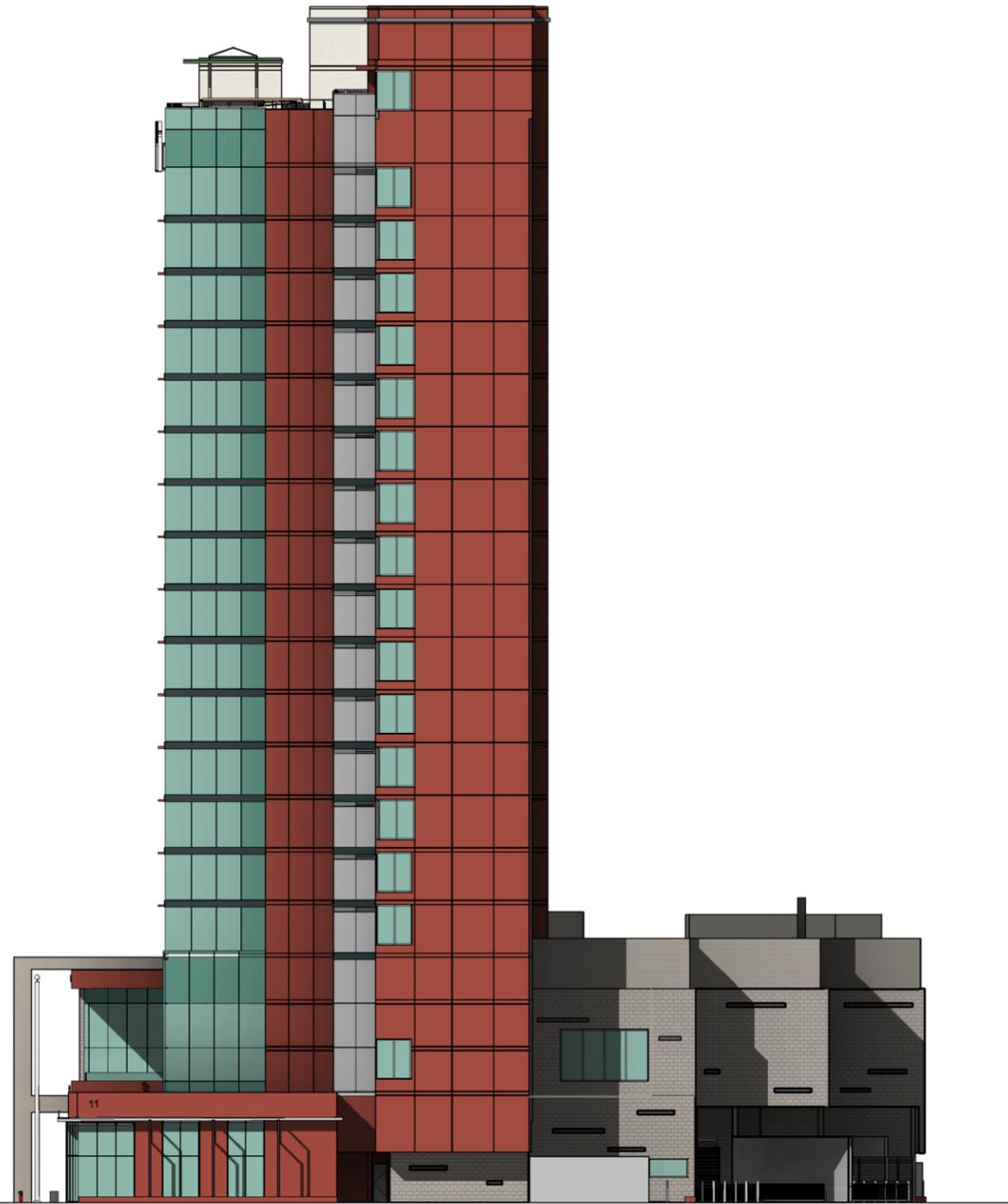
SIGN TYPE AEP

**RSP Architects Ltd.**  
 502 South College Ave.  
 Suite 203  
 Tempe, AZ 85281  
 480.889.2000 main  
 480.889.2099 fax

SOUTH ELEVATION



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**RSP Architects Ltd.**  
502 South College Ave.  
Suite 203  
Tempe, AZ 85281  
480.889.2000 main  
480.889.2099 fax

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5/28/2020 11:48:41 PM

## WEST ELEVATION



**EXAMPLE OF HIGH RISE 2 SIGN**

**LETTER FACES:**

#7328 WHITE (TRANSLUCENT) ACRYLIC (THICKNESS 3/16" MIN.)

**LETTER CONSTRUCTION:**

FABRICATED ALUMINUM CONSTRUCTION, 6" TO 8" DEEP WITH LETTER BACKS TO BE 0.125" THICK ALUMINUM, LETTER RETURNS TO BE 0.090" THICK ALUMINUM. RETURNS AND LETTER BACKS TO BE PAINTED MAP #923 BLACK (SATIN FINISH). INSIDE OF LETTERS TO BE PAINTED WHITE. ALL LETTERS MUST CONTAIN WEEP HOLES.

**LETTER RETAINER:**

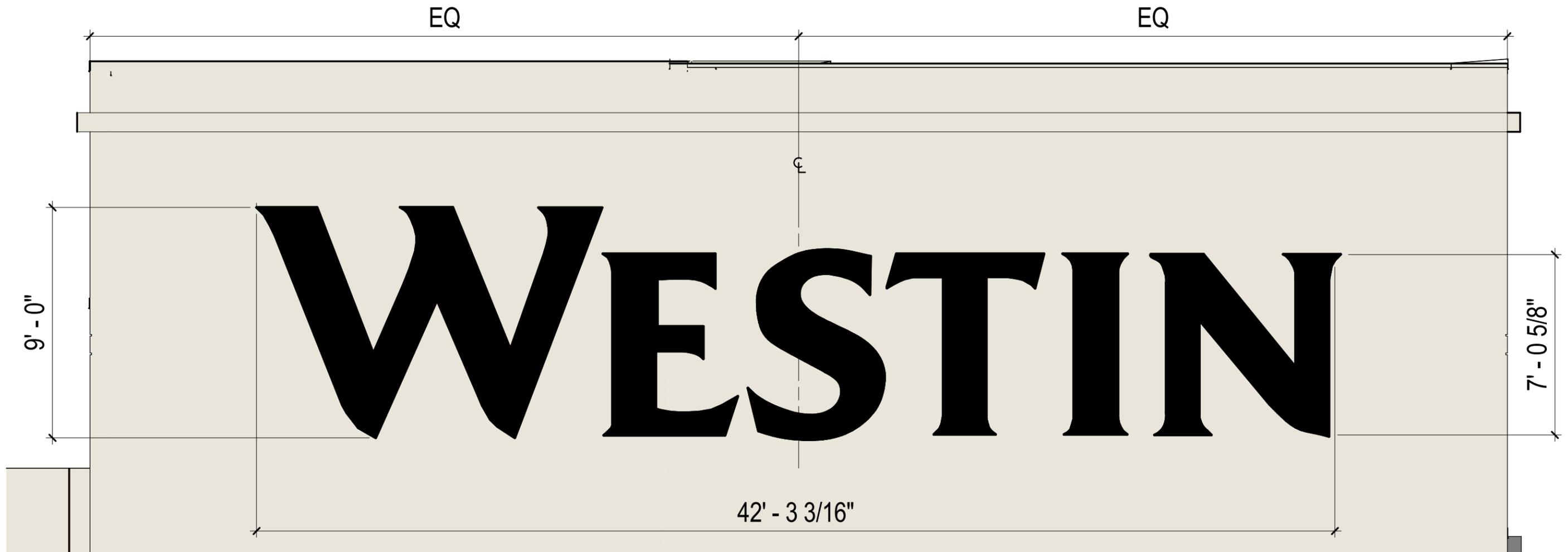
SIGN FACE RETAINERS TO BE ALUMINUM PAINTED MAP #923 BLACK (SATIN FINISH) AND SECURED WITH SCREWS ON RETURNS.

**MOUNTING BRACKETS**

MOUNTING BRACKETS ARE REQUIRED FOR EACH LETTER, AND ARE TO BE PAINTED TO MATCH PORTE COCHERE.

**ILLUMINATION**

LETTERS TO BE INTERNALLY ILLUMINATED WITH WHITE LED'S



**LETTER FACES:**

#7328 WHITE (TRANSLUCENT) ACRYLIC (THICKNESS 3/16" MIN.) WITH 3M DUAL COLOR FILM #3635-222 BLACK APPLIED TO FIRST SURFACE OF EACH LETTER.

**LETTER CONSTRUCTION:**

FABRICATED ALUMINUM CONSTRUCTION, 6" TO 8" DEEP WITH LETTER BACKS TO BE 0.125" THICK ALUMINUM, LETTER RETURNS TO BE 0.090" THICK ALUMINUM. RETURNS AND LETTER BACKS TO BE PAINTED MAP #923 BLACK (SATIN FINISH). INSIDE OF LETTERS TO BE PAINTED WHITE. ALL LETTERS MUST CONTAIN WEEP HOLES.

**LETTER RETAINER:**

SIGN FACE RETAINERS TO BE ALUMINUM PAINTED MAP #923 BLACK (SATIN FINISH) AND SECURED WITH SCREWS ON RETURNS.

**MOUNTING BRACKETS**

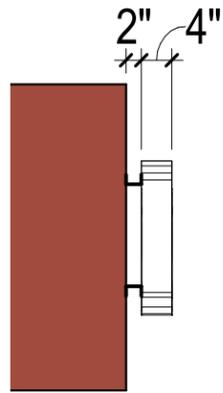
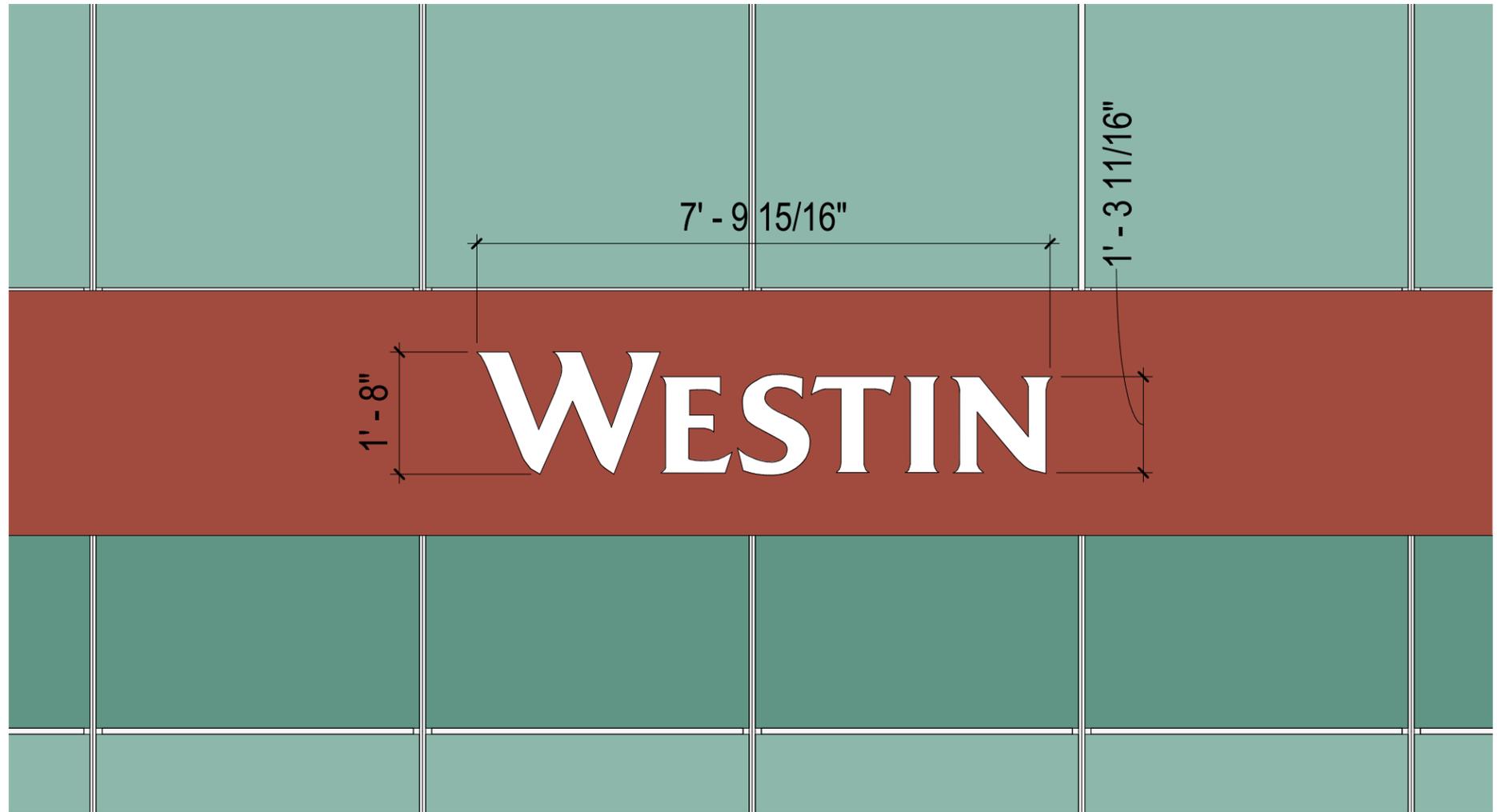
MOUNTING BRACKETS ARE REQUIRED FOR EACH LETTER, AND ARE TO BE PAINTED TO MATCH PORTE COCHERE.

**ILLUMINATION**

LETTERS TO BE INTERNALLY ILLUMINATED WITH WHITE LED'S



**EXAMPLE OF HIGH RISE 1 SIGN**



**EXAMPLE OF PORTE COCHERE SIGN**

**LETTER CONSTRUCTION:**

FABRICATED ALUMINUM REVERSE CHANNEL CONSTRUCTION, 3" TO 4" DEEP LETTER REURNS AND FACES TO BE 0.090" THICK ALUMINUM. RETURNS AND FACES TO BE PAINTED MAP #42-202 NATURAL WHITE (SATIN FINISH). INSIDE OF LETTERS TO BE PAINTED WHITE. ALL LETTERS TO CONTAIN LIGHT SHIELDED WEEP HOLES.

**LETTER BACKS:**

CLEAR POLYCARBONATE ( THICKNESS 3/16" MIN. - 1/4" MAX. )

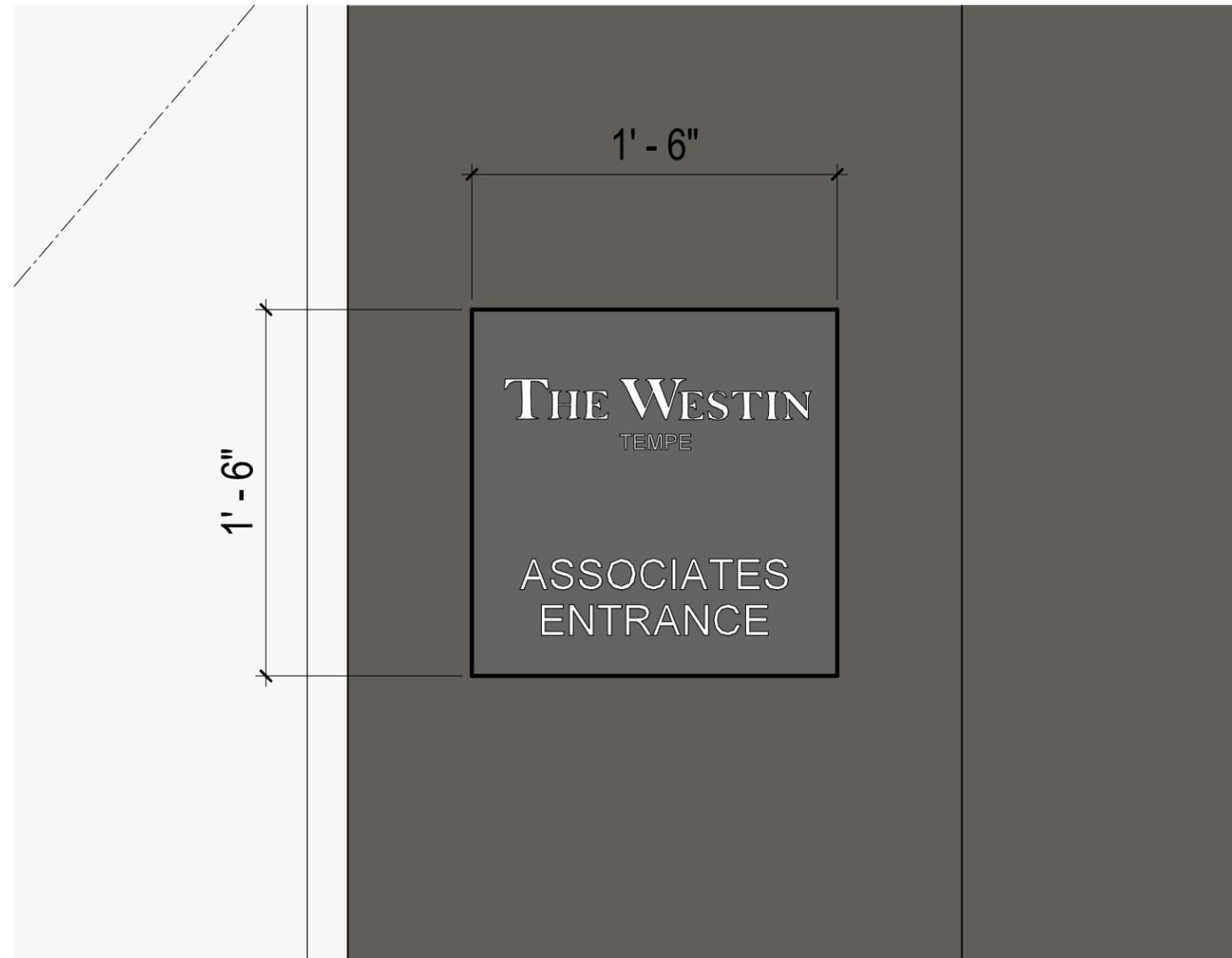
**MOUNTING BRACKETS**

MOUNTING BRACKETS ARE REQUIRED FOR EACH LETTER, AND ARE TO BE PAINTED TO MATCH PORTE COCHERE.

**ILLUMINATION**

BACKLIT / SILOUETTE ILLUMINATION WITH INTERNAL WHITE LED'S





**PLAQUE:**

1/4" THICK SOLID ALUMINUM PLATE PAINTED MAP #18207 SLATE METALLIC (SATIN FINISH)

**GRAPHICS:**

GRAPHICS ARE SURFACE APPLIED WHITE VINYL

**INSTALLATION:**

PLAQUE TO BE INSTALLED FLUSH TO WALL WITH STAINLESS STEEL THREADED STUDS, NO VISIBLE FASTENERS.



**RSP Architects Ltd.**  
502 South College Ave.  
Suite 203  
Tempe, AZ 85281  
480.889.2000 main  
480.889.2099 fax

**ASSOCIATE ENTRANCE PLAQUE (AEP) SIGN**

1 1/2" = 1'-0"

## Westin Tempe Hotel Signs

### Allowed building mounted sign area (X per floor)

#### Frontage:

7th St: 225.00'  
 = 225.00sqft allowed per floor  
 x 18 floors  
 = **4,050.00sqft Total allowed**

**Request: 778.26sqft**  
 = **3,271.74sqft below allowance**

### Building-Mounted Signs

Name	Description	Location	SF	PIC	Type	Sign Sizes	W	H	NOTES
HR2	High-rise (North)	North elevation - east side of façade	382.50 sf		B	42'-6" x 9'-0"	42.50'	9.00'	
HR1	High-rise (South)	South elevation - east side of façade	380.43 sf		B	42'-3 3/16" x 9'-0"	42.27'	9.00'	
PC	Porte Cochere	North elevation - west side of façade, lower band.	13.08 sf		A	7'-9 15/16" x 1'-8"	7.83'	1.67'	Above porte cochere driveway entry.
AEP	Associates Entrance Plaque sign	South elevation - along alley.	2.25 sf		B	1'-6" x 1'-6"	1.50'	1.50'	

**TOTAL BUILDING-MOUNTED SF: 778.26 sf**

### Monument Sign & Drive-Through Sign

Name	Description	Location	SF	PIC	Type	Sign Sizes	W	H	NOTES
GM	Ground mounted monument sign	North elevation - in front of front door.	23.76 sf		D	7'-11" x 3'-0"	7.92'	3.00'	3'-0" + 1'-4" base + 1'-6" pedestal